

**Table A5-1**  
**Periodicals Received**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Periodicals	1987	2006	2007
Percent of Periodicals which are sent to Households	75.3	74.6	75.4
Pieces per household per week	1.69	1.13	1.10

Base: RPW Total Periodicals

**Table A5-2**  
**Periodicals -- Type of Publication**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Newspapers:						
Daily Newspaper	8.5	4.1	3.5	0.19	0.06	0.05
Weekly Newspaper	13.4	7.7	8.1	0.30	0.12	0.12
Other Newspaper	4.9	2.8	2.9	0.11	0.04	0.04
Total Newspapers	26.8	14.6	14.5	0.60	0.22	0.21
Magazines:						
Weekly Magazine	11.1	10.2	10.6	0.25	0.16	0.15
Monthly Magazine	27.2	36.2	37.1	0.61	0.55	0.54
Other Magazine	4.4	7.2	7.6	0.10	0.11	0.11
Total Magazines	42.7	53.6	55.2	0.96	0.82	0.80
Other	3.1	3.0	2.5	0.07	0.05	0.04
Don't Know/No Answer	2.7	3.4	3.2	0.06	0.05	0.05
Total Periodicals Received by Households	75.3	74.6	75.4	1.69	1.13	1.10
Total Periodicals Received by Non-Households	26.7	25.4	24.6	-	-	-

Base: RPW Total Periodicals

Note: Totals may not sum due to rounding.

**Table A5-3**  
**Periodical Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< \$7K	0.6	0.7	0.4
\$ 7K - \$9.9K	1.1	0.6	0.3
\$ 10K - \$14.9K	1.2	0.6	0.7
\$ 15K - \$19.9K	1.3	0.7	0.8
\$ 20K - \$24.9K	1.4	0.8	0.8
\$ 25K - \$29.9K	1.8	0.8	1.0
\$ 30K - \$34.9K	1.9		
\$ 35K - \$49.9K	2.1	1.0	0.9
\$ 50K - \$64.9K	2.1	1.1	1.1
\$ 65K - Over	3.6	1.5	1.3
<b>Age of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
18 - 24	0.6	0.9	0.6
25 - 34	1.2	0.8	0.6
35 - 44	1.8	1.0	1.0
45 - 54	2.0	1.2	1.1
55 - 64	2.3	1.4	1.4
65 - 69	1.9	1.5	1.5
70 - 74	1.9	1.3	1.5
75+			1.4
<b>Education of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< 8th grade	1.2	0.9	0.9
Some High School	1.2	0.7	0.7
High School	1.4	1.0	1.0
Some College	1.6	1.1	1.0
Technical School	1.6	1.3	1.2
College	2.2	1.4	1.3
Post graduate	3.4	1.7	1.7
<b>Type of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
One-person household	1.1	0.8	0.9
Male	1.0	0.7	0.8
Female	1.2	0.8	0.9
One adult + minors	0.9	0.6	0.5
Male	0.6	0.8	0.9
Female	0.9	0.6	0.4
<b>More Than One Adult</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Without Children	2.1	2.2	2.5
One-earner	2.0	5.5	0.0
Two-earner	2.1	1.8	2.5
With Children	1.7	1.1	1.0
One-earner	1.6	1.1	0.9
Two-earner	1.9	1.2	1.1

<b>Employment of Head of Household ①</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
White collar professional	2.2	1.3	1.2
White collar sales/clerical	1.5	0.9	1.0
Blue collar craftsmen/mechanic	1.2	1.2	0.8
Service Worker	1.2	0.9	0.8
Other employed	1.1	1.1	0.9
Homemaker	1.7	0.9	1.0
Student	1.4	1.7	0.1
Retired	1.9	1.4	1.4
Other not employed	0.4	0.6	0.2
<b>Type of Dwelling</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Single-family house	2.0	1.2	1.2
Multi-family unit	1.0	0.8	0.7
Mobile house	1.1	0.8	0.9
<b>Number of Adults</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
1	1.1	0.8	0.8
2	1.8	1.2	1.2
3	2.1	1.3	1.2
4+	2.1	1.0	1.1

Note: 2006 and 2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

① Revised from Employment of Respondent to Employment of Head of Household

**Table A5-4**  
**Periodical Mail -- Type of Subscription**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Subscription	Percentage of Total Periodicals		
	1987	2006	2007
Paid (ordered)	49.4	45.2	44.6
Free (ordered)	4.4	7.1	6.9
Gift (from friend or relative)	3.5	3.5	4.3
Free (not ordered or with membership)	10.2	10.7	12.5
Other	2.6	1.0	0.9
Don't know/No answer	5.3	7.3	6.2
Total Mail Received by Households	75.3	74.6	75.4

Base: RPW Total Periodicals

**Table A5-5**  
**Periodicals -- Source of Publications**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Source of Publication	Percent of Total Periodicals			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Religious/Educational	9.1	7.7	7.5	0.21	0.12	0.11
Veterans	0.9	0.7	0.6	0.02	0.01	0.01
Charitable	0.9	0.6	0.7	0.02	0.01	0.01
Union/Professional	7.8	8.5	9.0	0.18	0.13	0.13
Total "Nonprofit"	18.7	17.5	17.8	0.43	0.27	0.26
Other (Commercial, Professional Organization)	53.5	54.5	55.8	1.20	0.83	0.81
Don't know/No answer	3.2	2.6	1.8	0.07	0.04	0.03
Percent of All Periodicals Received by Households	75.3	74.6	75.4	1.69	1.13	1.10

Base: RPW Total Periodicals

**Table A5-6**  
**Periodicals -- Type and Source of Mail Received by Households,**  
**(Percentage of Subscription Type by Source)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Paid (ordered by household)	8.3	6.1	6.8	7.9	8.7	8.3	0.5	0.5	0.5
Free (ordered by household) ①	21.7	18.8	18.0	25.6	12.8	12.2	4.4	1.2	0.5
Gift Subscription	4.0	0.7	2.5	18.1	13.9	16.7	0.5	0.0	0.0
Other Type	19.1	13.3	6.6	22.7	14.2	15.2	2.3	0.0	0.0
Free (came with membership)	21.1	37.4	34.8	16.0	15.2	12.2	1.9	3.6	2.5

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Paid (ordered by household)	0.5	0.4	0.4	81.1	83.1	83.8	1.7	1.1	0.2
Free (ordered by household) ①	2.8	0.4	0.3	44.1	66.6	68.2	1.4	0.3	0.8
Gift Subscription	1.4	0.3	1.1	73.4	85.1	79.4	2.6	0.0	0.4
Other Type	2.6	0.0	0.0	50.7	71.2	78.2	2.7	1.3	0.0
Free (came with membership)	6.2	3.3	3.3	54.8	40.3	46.7	0.0	0.2	0.5

①Fluctuations may be due to small sample sizes.

②Percentages are row percentages within each subscription type.

**Table A5-7**  
**Periodicals -- Satisfaction With Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Time of Arrival	Percentage of Pieces		
	1987	2006	2007
Arrived earlier than expected	5.0	8.3	7.1
Arrived on the day expected	40.9	37.3	36.3
Was not expected to arrive on any special day	43.9	41.0	45.2
Arrived later than expected	3.8	2.9	2.7
Don't Know/No answer	6.5	10.4	8.7
Total	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.

**Table A5-8**  
**Periodicals -- Need for Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Delivery</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Could arrive a day later	40.2	33.2	32.8
Comes on proper day	19.5	19.4	18.4
No regular day	9.0	16.3	16.9
Regular day is too late	0.9	1.0	0.6
Day doesn't matter	22.7	19.1	22.3
Other need	0.4	0.3	0.2
Don't know/No answer	7.2	10.7	8.8
Total	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.



**Table A5-9**  
**Periodicals -- Satisfaction With Delivery by Postal Region**  
**(Percent of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
On time/earlier	50.2	50.6	42.9	45.6	43.7	43.9	41.4	47.5	46.0	50.7	46.1	44.8	40.5	40.7	37.6
Not expected on any special day	40.1	37.8	46.0	43.2	42.1	44.8	45.0	37.9	39.7	42.7	41.5	44.3	48.2	45.6	51.0
Arrived later than expected	3.4	2.8	2.0	5.5	2.5	2.8	3.6	2.6	2.1	2.2	2.9	2.7	4.7	4.0	3.8
Don't know/No answer	6.4	8.9	9.0	5.7	11.7	8.5	9.9	12.1	12.2	4.3	9.6	8.2	6.7	9.7	7.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.

**Table A5-10**  
**Periodicals -- Households' Need for Delivery by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Could arrive a day later with no inconvenience	42.6	33.5	36.7	40.9	30.8	31.2	42.6	38.5	33.0	37.1	31.1	33.0	39.3	33.1	32.5
Comes on proper day now	18.5	19.0	17.6	21.4	17.1	19.1	15.1	18.7	18.2	25.6	21.5	20.1	15.1	20.7	14.0
No regular delivery day	10.1	15.8	15.7	7.0	19.6	16.9	9.2	15.0	17.9	8.0	14.6	16.1	11.2	16.6	19.0
Regular delivery day is so late as to cause inconvenience	0.2	0.9	0.5	2.2	1.1	0.6	0.9	1.1	0.4	0.5	0.8	0.5	0.9	0.9	1.0
Exact delivery date of little importance	20.7	19.8	20.1	21.8	18.3	23.2	22.0	14.3	18.4	23.7	22.1	21.8	24.7	20.5	26.0
Other Need/Don't know/No answer	7.9	10.9	9.3	6.7	13.1	9.0	10.2	12.5	12.1	5.1	10.0	8.5	8.8	8.3	7.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.